

MODERN  
OAK FLOORS  
GOOD *for a hundred years*









# OAK FLOORS

*for Everlasting Economy*



*This mark stands for  
QUALITY and RESPONSIBILITY  
Look for it on the back  
of the flooring you buy*

OAK FLOORING MFR'S ASS'N  
*1014 Ashland Block Chicago*





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# OAK FLOORS

WE almost feel like starting with an apology for advocating anything so well known and universally standard as OAK FLOORS. The only excuse we have to offer for repeating what everybody knows is that everybody knows a good many things which he does not often think of. Your knowledge of OAK FLOORS may therefore be incomplete or not clearly enough arranged in your mind for you to act upon it with confidence.

In this book we try to present the principal facts about OAK FLOORS so completely that when you have read every word you will be well informed on the subject of floors in general and OAK FLOORS in particular, and so arranged that you can easily find the information that applies to your particular needs.

## Why Oak Floors?

A much harder question to answer than "why OAK FLOORS?" would be, "why anything *but* OAK FLOORS?" And when it is a question of home, apartment, hotel, public building, church, hall or similar edifice, we will venture to say that in the vast majority of cases there is no answer.

But "why OAK FLOORS?" Why was oak adopted even several hundred years ago as the unsurpassed and unsurpassable wood floor in the palaces and châteaux of Europe whose owners mostly had little to do but cultivate the art of fine living, and, whatever else may be said of them, certainly did cultivate it to the highest degree of perfection. These wealthy and cultured people found by investigation and experience, by living with and upon OAK FLOORS for years, yes, for generations, that the OAK tree which had always meant so much to the human race as the symbol of beauty, strength, sturdiness and long life, produced flooring material which satisfied to a nicety the practical as well as the sentimental needs of humanity.

Their experience showed that OAK was hard, tough and strong; that OAK FLOORS remained for generations, if given reasonable care, in practically the same fine condition as when laid. Their experience showed that OAK had a beautiful figure or grain, which could be varied by cutting it in different ways; that OAK had a natural, luminous and attractive color; that it could be polished and waxed or varnished to any desired degree

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of brilliancy, and that it was therefore easy to keep clean and lustrous. Above all, their experience showed what only experience can show, that an OAK FLOOR is a *delightful thing to live with*, a pleasant, satisfying background for family life which fits in with any surroundings, which, in short, adds to the homelikeness of home or carries some of its homelike attractiveness with it wherever used. And many of these early OAK FLOORS still exist in admirable condition to prove their point.

In our day American ingenuity and enterprise in manufacture have placed OAK FLOORS within the reach of all, has adapted them to many new uses and has created a special kind of OAK FLOORING made to be laid down over old floors, so that even those who failed to install OAK FLOORS when building may do so at any time at a cost which is actually *considerably less than the cost of sufficient good carpet to cover the same space*.

## The Mark of Quality on Oak Flooring

Is all OAK FLOORING of good quality?

The specially designed, cut and highly surfaced wood used in laying OAK FLOORS is called OAK FLOORING. It is made by many mills in various and widely separated parts of the United States.

It is, of course, possible to spoil perfectly good OAK LUMBER, and, by careless manufacture to turn out a poor product. In justice to the facts we must say that it is not often done.

Usually it takes an expert to tell the difference between good and poor flooring *before* the floor is laid. (No trouble for you to tell after it is too late.)

How is the average man or woman to know before laying the floor that the flooring bought is of the best quality? A way has been provided.

The best OAK FLOORING mills of the United States have formed the Association which publishes this book. The Association has adopted Official Standards of Quality and Official Grades and no manufacturer who does not make first-class flooring can become a member of the Oak Flooring Manufacturers Asso-

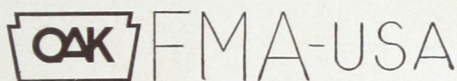
# GOOD: for a hundred years



# OAK FLOORS



This is the Trade  
Mark of Official  
Standard Quality.



This is the form in which the Trade Mark  
is stamped on the back of each piece of Offi-  
cial Standard Quality OAK FLOORING.

ciation. When you buy OAK FLOORING made by any member  
of this Association you are assured that it is of Official Grade and  
Quality.

The Association has adopted a trade mark which only members  
may use and this trade mark appears on the back of every piece  
of OAK FLOORING manufactured by a member.

**THIS TRADE MARK IS YOUR PRACTICAL GUARANTEE  
OF QUALITY.** Look for it on the back of every piece, lightly  
*stamped* with a die (not printed). It means **QUALITY** and  
**RESPONSIBILITY**.

Of course, our members compete with each other and many  
have brands and marks of their own which appear also; but our  
Association trade mark stands back of the quality of all other  
brands alike. It protects you and, by protecting you, it protects  
us also.

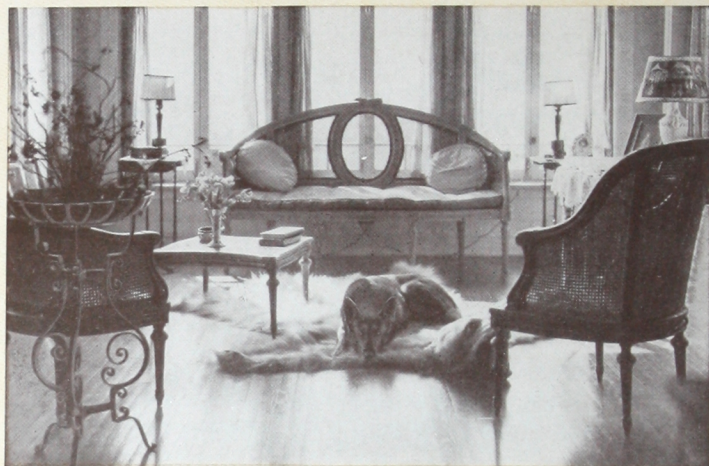
## Oak Floors Over Old Floors

There are thousands and thousands of homes in this country  
built before hardwood floors became a necessity, as they are  
today, or built in the owner's mistaken belief that by doing with-  
out OAK FLOORS they were practicing economy, though now  
OAK FLOORS for Everlasting Economy" is a common phrase.

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# OAK FLOORS



*An Evanston, Ill., room with OAK FLOOR*

## Oak Floors Save Housework and Health

The knowledge has rapidly come upon us that an old fashioned floor covered with carpet closely tacked down around the edges is a very unsanitary thing. It catches dust and germs which penetrate under the carpet and can not be removed by sweeping, though every footfall lets loose a little cloud to poison the air we breathe. This may not be seen but it takes place, nevertheless, even on carpets kept as clean as possible. And since it is an enormous job to take up, clean and put down a tacked carpet, this is never done as often as health requires.

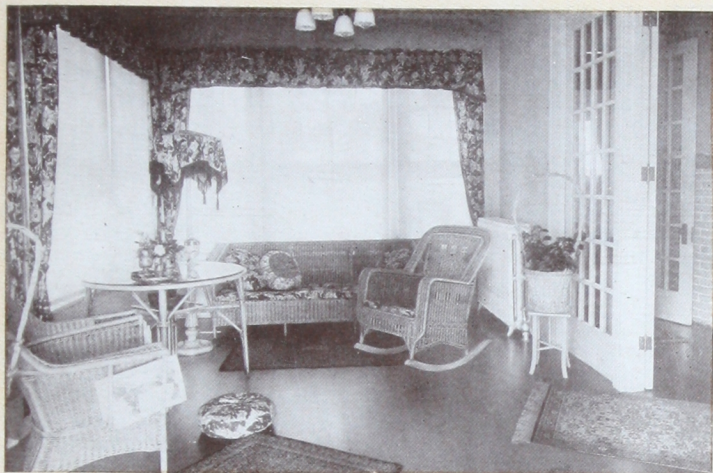
OAK FLOORS have solved this problem completely. Their delightful polished surface may be dusted with almost no effort at all with a cloth covered broom, a floor brush or a "dry mop". The rugs (which may have been made of the carpet, cut down) may be taken up for cleaning with little trouble, and germs and old dirt are thus completely conquered.

Because of the general recognition of the necessity of doing away with tacked carpets and their dirt and heavy housework, numerous artificial substitutes for OAK FLOORING are upon the market. Most of them cost nearly or quite as much as OAK

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# OAK FLOORS



An Arkansas "sun parlor" with OAK FLOOR

FLOORING (sometimes even more) and OAK will last a year for every week they will last. We have actually seen substitutes made to imitate OAK FLOORING which sold in the store for more than the real thing would cost, including laying and finishing.

Today genuine OAK FLOORS are universally conceded to be the fashionable, handsome, sanitary, labor-saving floors which give the final touch of elegance, good taste and moderate luxury which makes home what it is. From the palatial residence to the cozy cottage a home can scarcely be called modern which has no OAK FLOORS.

And to cap the climax of the argument YOU CAN LAY OAK FLOORS RIGHT OVER YOUR OLD FLOORS AND THE COST, LABOR, FINISHING AND ALL, WILL BE LESS THAN THE COST OF GOOD CARPET.

Furthermore, any man who is handy with tools can lay the floors himself and thus save the entire cost of labor which is a large part of the total. (See page 22.)

## New Oak Floors in Old Houses

Having read what goes before you will recognize the solution of your own problem. If your floors are not satisfactory, if the

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# OAK FLOORS



*A California living room with OAK FLOOR*

old home needs "something" and you can't tell just what, if you want to have that feeling of homelike luxury that goes with a lustrous OAK FLOOR, if you want to have a place where you can roll back the rugs and hold a little home dance when the spirit moves, if you want to improve and brighten up the appearance of the living room, dining room, bedrooms and halls and everything in them—LAY OAK FLOORS OVER YOUR OLD FLOORS.

Call in the carpenter or consult the lumber dealer, ask for prices and be pleasantly surprised!

## Oak Floors for Offices—An Idea!

If you are a business man you probably spend about one-third of your life in your office. You are entitled to feel at home there and you want the air of prosperity and good business to abide there for business reasons, besides.

Perhaps you buy carpets or even costly rugs. You select your office furniture with care, yet when all is finished something seems lacking.

The truth is that about the biggest improvement you can

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# OAK FLOORS



*A Chicago office with OAK FLOOR*

make in an office is to lay a polished OAK FLOOR right over the old floor. It will change the whole atmosphere of the place instantly, and even with a few small and inexpensive rugs or no rugs at all, will look much better than a fine oriental rug laid over a dingy floor such as is seen in so many offices.

Perhaps you rent your office space but if you expect to occupy it for the next two years even, you can easily afford the small cost of  $\frac{3}{8}$ -inch OAK FLOORING. *Ask the carpenter for prices and see for yourself that OAK FLOORS cost less than good carpet.*

## Oak Floors for New Houses

We really feel a little foolish to mention this, for everybody—everybody—knows that OAK FLOORS are as much a part of the modern house as a roof. Their superiority is so indisputable that nobody tries to dispute it and we are sure that if you are building you will *certainly insist* on OAK FLOORS throughout.

It may be worth while to call attention, however, to the fact that OAK FLOORS cost no more than the best of other kinds and *so little* more than the very poorest kinds that even rigid economy gives no reason for not having them.

GOOD: for a hundred years



# OAK FLOORS



*OAK FLOOR in the residence of Mr. Edw. C. Delafield, Hudson, N. Y.*

And in the long run an OAK FLOOR is the cheapest kind you can buy, for OAK FLOORS are "GOOD—for a hundred years."

## Oak Floors Increase Selling and Rental Value of a Building

If you have a building for sale which has not OAK FLOORS, about the easiest way we know of to *make money* is to put in OAK FLOORS before you sell. A couple of hundred dollars invested in OAK FLOORS, laid right over the old floor, will often add from \$500 to three or four times \$500 to the selling price, owing to the astonishing improvement OAK FLOORS make in the appearance of the whole building.

The same applies to rents. Tenants will gladly pay higher rents where polished OAK FLOORS are laid than for exactly the same premises with old fashioned, dingy floors.

## An Interesting Story for Every Owner of An Old Apartment Building or House

Back in 1876 two houses were built on North State Street, Chicago. They were exactly alike and stood side by side. That

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*The houses mentioned in our "Interesting Story"*

was before the great popularity of the modern OAK FLOOR and they both were floored with softwood in the (bad) old fashioned way.

A year or two ago they were sold. Number One had been re-floored over the old floors with  $\frac{3}{8}$ -inch OAK FLOORING. Number Two had not. Otherwise they were just alike.

Number One sold for \$10,000. Number Two sold for \$8,000, a difference of \$2,000 entirely due to the OAK FLOORING which probably cost three or four hundred dollars at the most.

This is a true story. A picture of the houses, which are separated by a black line, is shown on this page.

## Oak Floors In New Apartments

What applies to old apartments surely applies all the more to new ones. But as in the case of houses it is almost ridiculous to argue in favor of a floor for apartments when hardly any builder of an apartment would even think of using any other kind. From the most modest to the most luxurious, practically every apartment building is floored with OAK, for OAK makes the most beautiful, cleanly and generally desirable floor to be had, is a good economical investment, and an OAK FLOOR is "GOOD—for a hundred years."

# GOOD: for a hundred years





*Clear Quartered*  
**RED OAK**  
*Flooring*



*Select Plain*  
**WHITE OAK**  
*Flooring*





*"Clear Plain"*  
**WHITE OAK**  
*Flooring*



*"Number One"*  
**COMMON OAK**  
*Flooring*



# OAK FLOORS



*World's largest Apartment Building, 270 Park Avenue, New York. Rentals \$7,500 to \$15,000 yearly. OAK FLOORS used.*

## Oak Floors for Hotels

The hotel with the most homelike air about it is the one the traveler returns to. There are many limitations in hotel construction due to the hard usage the casual traveler is apt to give and many hotel men have felt constrained to stick to the old fashioned tacked carpet.

But, Mr. Hotel Man, although you must, be it granted, have a permanently placed rug or carpet—granted that a polished all-over hardwood floor with small rugs is a home proposition and is neither necessary nor practicable, will you answer for yourself a question or so?

Did you ever stop to consider that in either a new or your present building you can have a border of polished OAK FLOORING in each room, add much thereby to the pleasure and comfort of your guests and at the same time save money because the OAK FLOORING—MATERIAL, LABOR, FINISH AND ALL—WILL COST LESS THAN THE SAME YARDAGE OF GOOD CARPET?

When you build think this over. When you recarpet think this over. When your carpets show wear and you need to replace

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# OAK FLOORS



*Strand Hotel, Atlantic City. OAK FLOORS used*

them (and quite naturally don't like to do it), think over the fact that you can make over your carpets, throw out the worn parts, lay  $\frac{3}{8}$ -inch OAK FLOORING borders and greatly improve your premises, at the same time saving yourself a lot of money.

## Of Course a Church Should Have Oak Floors

A church in which so much care has been taken to create the atmosphere of worship and welcome in architecture and pew and then—a dingy, repulsive, hard-to-clean floor! What an incongruity!

How much greater attractiveness, how much more of welcome is expressed by the warm, pleasant lustre of dustless, shining OAK underfoot with perhaps a "runner" in each aisle to catch the dust of summer and the moisture of a rainy Sunday!

Surely the effort and the small expense of re-flooring your church with OAK (right over the old floor) is well worth while.

And for a new church you need only to *remember* and *insist*. The added cost is nearly or quite nothing at all, though an OAK FLOOR is "GOOD—for a hundred years."

# GOOD: for a hundred years



# OAK FLOORS



*First Presbyterian Church, Detroit. OAK FLOORS*

## Oak Floors for Public Buildings and Schools

For the library, the courthouse or other public building it is quite obvious that OAK FLOORS have the same advantages as for house, apartment or hotel. This is equally true of schools. OAK is so tough and strong that it withstands heavy traffic for many years, as the use in a host of public buildings and many schools most eloquently testifies.

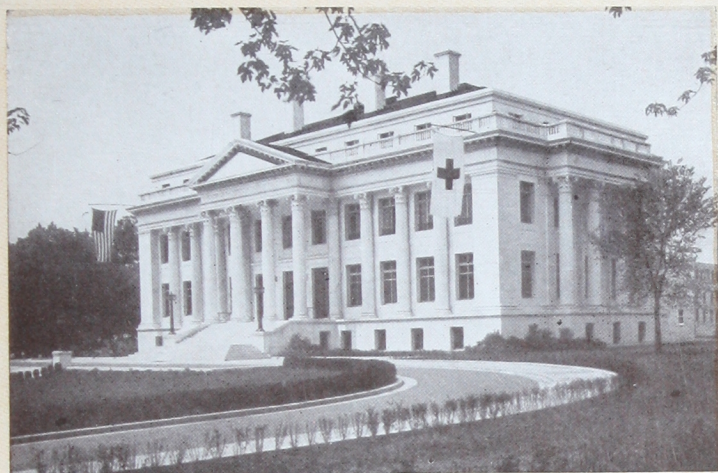
## Oak Dancing Floors

Of course the ballroom, the hall, the assembly room, any place where a smooth and beautiful dancing floor is desired, must "just naturally" be floored with OAK. Laid with care, properly scraped, finished and waxed, the "perfectly lovely floor" that tempts to "just one more encore" is bound to be OAK. The lively color and satin gloss of a fine OAK DANCING FLOOR are not to be equalled by anything less than genuine OAK.

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# OAK FLOORS



*National Headquarters American Red Cross, Washington. OAK FLOORS*

## Oak Floors for Factories and Other “Rough Uses”

The lower grades of OAK FLOORING make as excellent a factory floor as can be had. OAK is extremely hard, is tough and strong as well (indeed the “sturdy oak” is the very symbol of strength) and does not splinter easily. Trucking and other hard usage do not disturb it in the least. Its life is as long as that of any hardwood. Users of “high duty” floors are urged to write us for full answers to any inquiries they may care to make along this line or as to the best grades for any particular purpose, etc. See photo on page 19.

## The Right Kind of Oak Flooring for Your Purpose—How to Choose

The selection of the proper kind of OAK FLOORING for your particular purpose is largely a matter of personal taste and of price. But there are certain general rules within which your taste should operate to get the best results.

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# OAK FLOORS



OAK FLOOR in Ballroom, Hillcrest Club, Kansas City, Mo.

## Kinds of Oak

There are two kinds of oak principally used for flooring. There is small choice between them as far as merit goes and usually no difference in price. They are WHITE OAK and RED OAK. The chief difference is that the WHITE OAK is somewhat lighter in color and of not quite so "warm" a tint as RED OAK. Your personal preference is the best guide here, and most people would quite as soon have the one as the other.

## Thicknesses and Widths

OAK FLOORING is made in two standard thicknesses and several widths. For new floors in new buildings it is made  $\frac{13}{16}$ -inch thick. For laying over old floors it is made but  $\frac{3}{8}$ -inch thick, for the reason that over an old floor that is strong enough already, what you need is the surface, not the strength, and it would be a needless expense to you to make it full thickness. Either kind will last so long that, practically, you may say it will never wear out.

The widths made in  $\frac{3}{8}$ -inch OAK for laying over old floors are  $1\frac{1}{2}$  inches and 2 inches. In the  $\frac{13}{16}$  inch flooring, used in new buildings, the widths are  $1\frac{1}{2}$  inches, 2 inches and  $2\frac{1}{4}$  inches.

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# OAK FLOORS



*OAK FLOOR in the N. J. Rich Co., Cleveland Factory*

The use of these various widths is a matter of personal preference and price.

## *Form of Oak Flooring*

The standard shape of OAK FLOORING used by all who use the Association Quality Trade Mark is the result of long experience and careful scientific study. It is interesting to see how such a simple thing can mean so much. By looking at the diagrams on the next two pages you will see that each piece of flooring is tongued or grooved on both sides and both ends. This is of course to hold the flooring close and level and, simple though it looks, the exact form of tongue and groove to go together easiest and hold hardest has been a matter for much experiment and study.

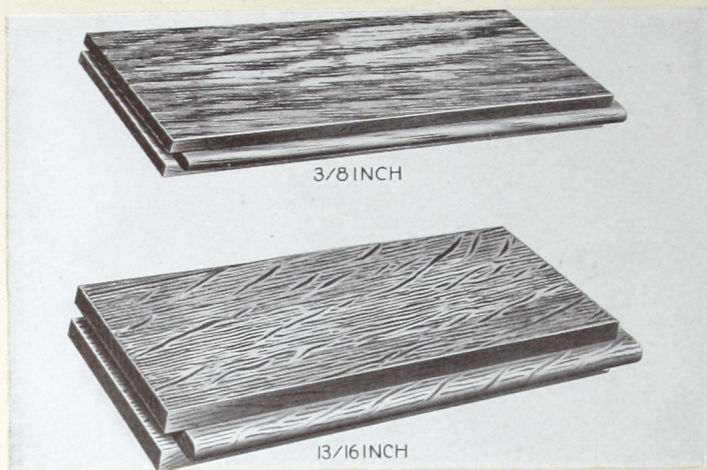
Another ingenious thing is that all OAK FLOORING is made just the least bit narrower at the back than at the face. The result of this is that when tightly nailed together the backs cannot hold the faces apart and this is why no joints or "cracks" can show in a well laid OAK FLOOR.

You may have wondered why it is that no nail holes ever show in an OAK FLOOR. The reason is that the strips are so designed that the nails are driven at an angle through the tongue. The top

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# OAK FLOORS



*Drawing showing details of OAK FLOORING*

of each new strip thus covers up the heads of the nails in the strip nailed last before it. This is called "blind nailing."

All manufacturers privileged to use the Association Trade Mark have adopted the perfected standard design described above.

## *Grades of Oak Flooring*

There are seven grades of OAK FLOORING, three of quarter-sawed and four of plain sawed.

Quarter-sawed OAK has a peculiar figure or pattern on its surface with which you are probably familiar. See pages 12 and 13. Plain sawed OAK is made without regard for figure but is for most purposes quite as desirable as quartered.

For your general guidance we give the names of the grades and their most common uses. These will enable you to use your own judgment as to which sort will best fulfill all your requirements. Great durability is common to all grades of OAK FLOORING.

## *Uses of the Various Grades*

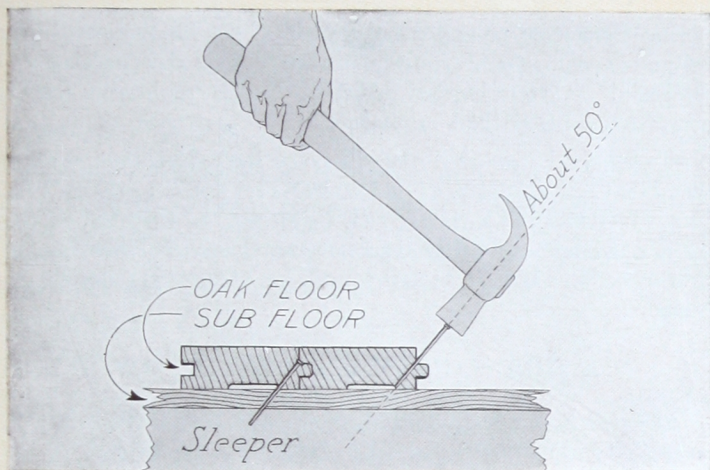
### QUARTER-SAWED OAK FLOORING

*Clear, quarter-sawed:* Fine residences, hotels, apartment houses, churches, clubhouses, etc.

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"Blind-Nailing" an OAK FLOOR

*Sap clear, quarter-sawed:* and *Select, quarter-sawed:* These grades are very satisfactory to use in place of Clear, Quarter-sawed for the sake of lower price and especially if a darker finish is desired.

## PLAIN SAWED OAK FLOORING

*Clear, plain sawed:* Fine residences, hotels, apartment houses, churches, clubhouses, etc.

*Select plain sawed:* A lower priced floor for the above uses which is also widely used in Schools, office buildings and stores.

*No. 1 Common:* Low priced houses, tenements, etc., high-grade factories and manufacturing buildings.

*No. 2 Common:* Used wherever a durable floor and a low price are the principal requirements, as in warehouses, factories, tenement houses, etc.

## How to Get Association Trade Marked Oak Flooring

In cities and most of the smaller places all you have to do to get Association Trade Marked OAK FLOORING is to call in a

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flooring contractor or any good carpenter, get his price and give him your order. Or, if you prefer to buy your own flooring you will find it at your lumber dealer's. Nearly all lumber dealers carry OAK FLOORING in stock.

In case your lumber dealer does not have what you want in stock HE CAN EASILY AND PROMPTLY GET IT FOR YOU IN ANY QUANTITY, HOWEVER SMALL, by ordering it from any of our members. If he does not know who our members are, write us or have him do so and we will see that he is promptly informed.

## Laying Your Own Oak Floors

Any person who is handy with tools can lay OAK FLOORING successfully in new houses or over old floors in old homes.

We are sending you our technical book "OAK FLOORING, HOW AND WHERE TO USE IT." It includes practical instructions on laying, nailing and finishing, also tells how to arrive at the amount of OAK FLOORING required; how to care for OAK FLOORS—in fact, each detail from the bundle to the finished floor is carefully considered, and can be easily understood by the layman and the professional builder alike.

## Your Questions

If we have failed to cover in this book any points which are of interest to you please do not fail to write us asking questions, which we shall take special pains to answer fully, carefully and promptly.

You will find a helpful index to the subjects covered in this book on the opposite page

## Oak Flooring Manufacturers' Association of the United States

1014 Ashland Block, Chicago, Illinois

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BEST TO READ THE WHOLE BOOK AND KNOW  
THE WHOLE STORY OF OAK FLOORS.

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*THE MARK OF QUALITY  
AND RESPONSIBILITY*

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